



in partnership with:



20. MART 2015.

CONTEMPORARY APPROACHES TO THE FIGHT AGAINST CORRUPTION: BENEFITING EFFECTS OF PUBLIC INFORMATION CAMPAIGNS

This event is organized with financial support
of the British Government



British Embassy
Sarajevo

**Friday
March 20, 2015
09.00 – 15.00 hrs**

**Hotel Europe
Vladislava Skarića 5,
Conference Hall 3
Sarajevo
www.hoteleurope.ba**

**WORKSHOP
PROGRAM**

Please apply by sending an email
to: nermina.vraco@analitika.ba
or via telephone **033 838 547**

Due to a limited number of
available seats, please confirm
your attendance by **Wednesday,
March 18, 2015.**

SUMMARY

This workshop on anti-corruption information campaigns is organized in order to transfer knowledge and best practices from the region and the world to the NGOs and public institutions in Bosnia and Herzegovina when it comes to planning and implementation of such campaigns. The acquired knowledge will be of great use in the implementation of future anti-corruption campaigns and the cooperation between non-governmental sector and public institutions that are engaged in the fight against corruption.

The workshop consists of five interactive sessions focusing on interesting case studies and issues such as the use of modern technologies; the importance of developing partnerships with different sectors to successfully implement campaign; modalities of change in attitudes and opinions, etc.

PROGRAM

Working Language: Languages of BiH and English, translation provided.

- 09:00 – 09:15** Registration and Welcome Coffee
- 09:15 – 09:30** Opening Remarks
Mevludin Džindo, *Assistant Director, Agency for the Prevention of Corruption and Coordination of the Fight against Corruption (APIK)*
Jelena Hadžiosmanović, *Communications Coordinator, Center for Social Research Analitika*
Introduction to Strategies, Methods and Techniques of Public Campaigns, **Asja Čengić Kasumović**, *Independent Communications Consultant, Bosnia and Herzegovina*
- 09:30 – 10:15** *Session I: Anti-corruption Campaigns: Key Principles, Concepts and Approaches (Regional Experiences)*, **Ksenija Renko**, *Communications Consultant, Republic of Croatia*
- 10:15 – 11:00** *Session II: Anti-corruption Campaigns in International Perspective: Experiences of Transparency International UK*, **Alice McCool**, *Campaign Officer, Transparency International UK*
- 11:00 – 11:15** Coffee Break
- 11:15 – 12:00** *Session III: Agencies for Fight Against Corruption and Anti-corruption Campaigns*, **Lidija Kujundžić**, *Head of PR Unit, Agency for Fight against Corruption, Serbia*
- 12:00 – 13:00** Lunch
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- 13:00 – 13:45** *Session IV: Agencies for Fight Against Corruption and Anti-corruption Education in Lithuania*, **Jurgita Razmyte**, *Senior Specialist, Public Relation Division, Special Investigation Service of the Republic of Lithuania*
- 13:45 – 14:30** *Session V: Participation of Civil Society and Citizens in Public Campaigns: Challenges and Lessons Learned*, **Vuk Vujnović**, *Secretary General, SEECOM*
- 14:30 – 15:00** Final Remarks, **Asja Čengić Kasumović**, *Independent Communications Consultant, Bosnia and Herzegovina*
- 15:00** End of Workshop

Date

March 20, 2015

Time

09.00 – 15.00 hrs

Place

Hotel Europe,
Conference Hall 3
Vladislava Skarića 5
Sarajevo, BiH

PRESENTERS

Asja Čengić Kasumović,
*Independent
Communications Consultant,
Bosnia and Herzegovina*

Ksenija Renko,
*Communications Consultant,
Republic of Croatia*

Alice McCool, *Campaign
Officer, Transparency
International UK*

Lidija Kujundžić, *Head of
PR Unit, Agency for Fight
against Corruption, Serbia*

Jurgita Razmyte, *Senior
Specialist, Public Relation
Division, Special
Investigation Service of the
Republic of Lithuania*

Vuk Vujnović, *Secretary
General, South East Europe
Public Sector Communication
Association (SEECOM)*

WHO SHOULD ATTEND?

Non-governmental organizations and communication officers of public institutions dealing with different aspects of corruption.

MAP

for a larger map, please visit:

http://www.hoteleurope.ba/sub_location



ABOUT THE PROJECT

The Workshop is organized within the project "Strengthening the Communication Capacity of the Agency for Prevention of Corruption and Coordination of the Fight against Corruption of Bosnia and Herzegovina", implemented from December 2013 by [Center for Social Research Analitika](http://www.analitika.ba). The project is funded by the British Government. For more information please visit the following link: <http://www.analitika.ba/en/projects/strengthening-communication-capacity-agency-prevention-corruption-and-coordination-fight>

KEY TOPICS

- Public Information
- Advocacy
- Awareness Raising
- Fight against Corruption
- Experience from Other Countries
- Usage of Contemporary Technology to Advocate

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